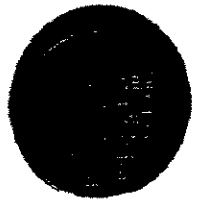


CLOSING

We are in the business of changing habits and behaviors. These must be reinforced to create and foster change—Hold your customers accountable to their commitments.

Change can be uneasy and uncomfortable if it is too much, too soon, or both.



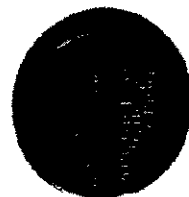
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What prevents sales people from
closing?

Who's in control?

If you earned it, then you
deserve it.



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Elements of the Close

To make a successful close, you should:

- Observe Buying Signals
- Summarize The Dialogue
- Gain Commitment



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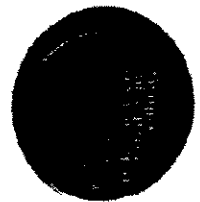
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To Gain Commitment:

- Use a closed probe
- Ask active rather than passive closes

An Active Close is a closed probe that asks the customer to commit to a specific action



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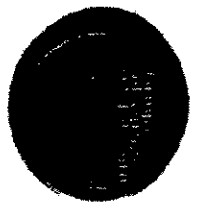
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Use the Adoption Spectrum as a basis for your Close.

awareness evaluation trial adoption



- Action from the customer that advances the customer toward exclusive adoption
- The customer gives a firm commitment to exclusive adoption



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Activity

Create a Close with your Partner

Example: "Will you prescribe my product for...?"



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After the Closing Probe, Then What?

LISTEN: silence can be uncomfortable

After asking your closing question, listen to the response of your customer, and then react.

He who speaks first, loses



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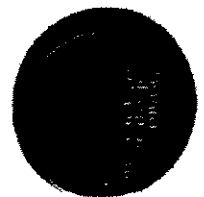
Activity

Make a Sales Call:
Open to Close

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Key Learnings

You should now be able to:

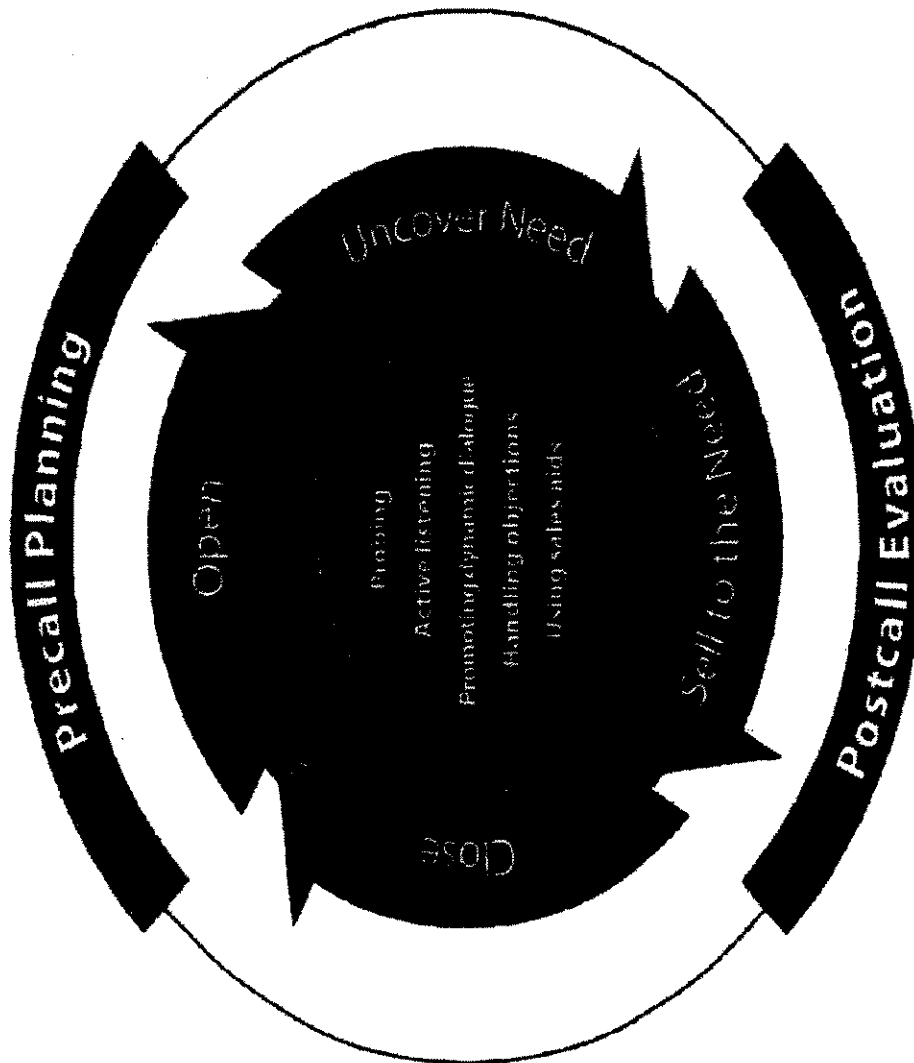
- Identify the components of the Close
- Apply key skills to execute a well-timed & well-stated question to garner business



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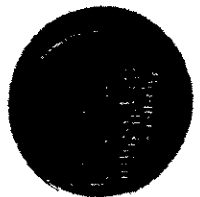
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Transition between Products

- You must fluidly change the focus of the discussion.
- The Art of Juxtaposition
- What if your products are *not* directly related?
- Keep it Simple



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Activity

Compose a Transition

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Developing greatness.

Interactive Strategic Selling New Hire Workshop

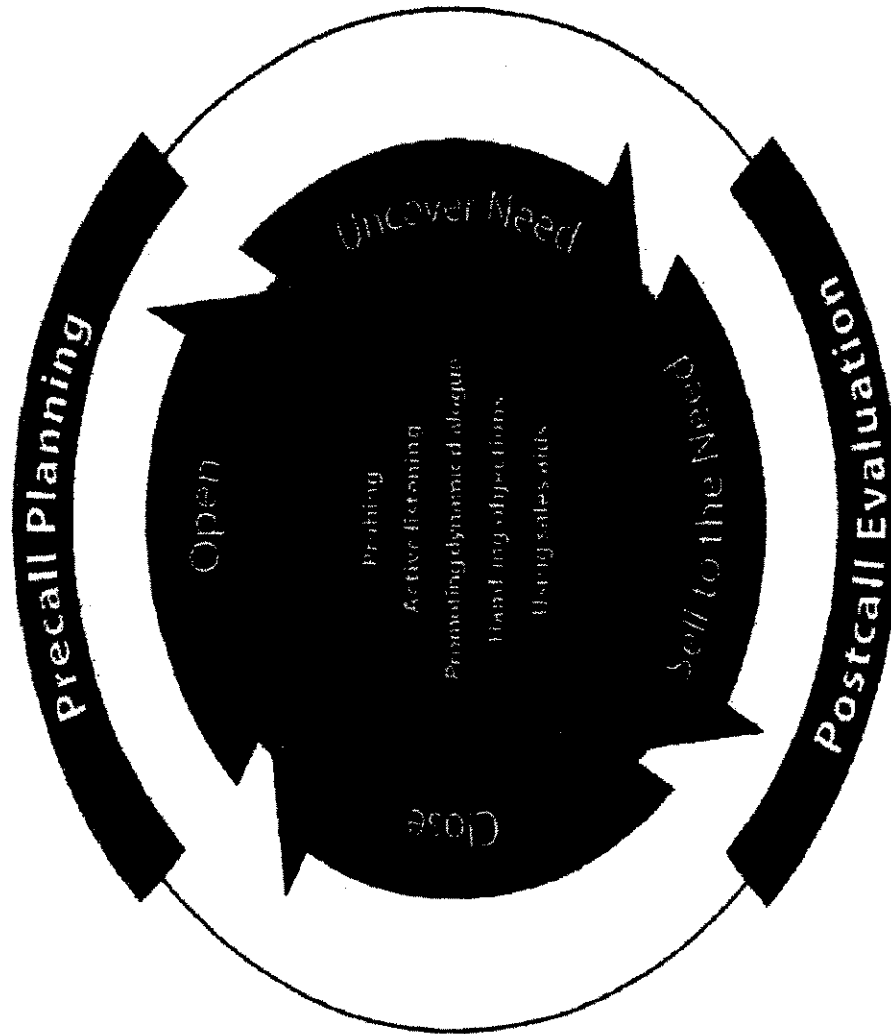
Post Call Evaluation

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Workshop Objectives

At the end of this workshop, participants will be able to:

- Identify the components of Post-Call notes
- Compose quality call notes that will help themselves or a teammate
- Self-evaluate their performance for each call, each day



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When should you record a call made?

Where should the call be recorded?

What should be recorded?



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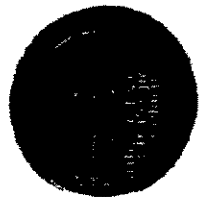
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Post Call Evaluation

Items covered in the Post Call Evaluation:

1. List need(s) uncovered
2. Commitment
3. Record follow up items
4. Write the next call objective

Why is writing clear and concise notes necessary?



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Activity

Compose Post-Call Note

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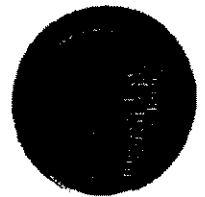
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Be Your Own Coach

The most important lessons can come from evaluating the calls made.

In order to Be the Best, you must evaluate your own performance after each call.



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Be Your Own Coach

Some good examples for each *call*:

- Did I achieve my objective?
- If I were to make the call again, what would I do differently?
- What have I learned that can be applied to future calls?
- What have I learned that I can use in calls with other customers?



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Be Your Own Coach

Some good examples for each day:

- Was I at my best today?
- Am I better today than I was yesterday?
- What worked?
- What might be applicable to other territories?
- What did not work?



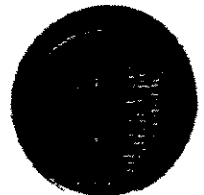
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Key Learnings

You should now be able to:

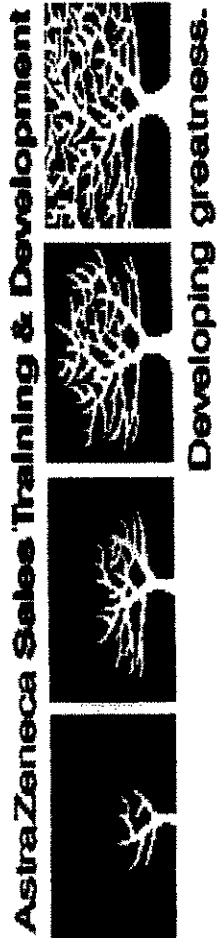
- List the components of Post-Call notes
- Compose quality call notes that will help yourself or a teammate
- Evaluate your performance for each call, each day



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Interactive Strategic Selling Sales Internship

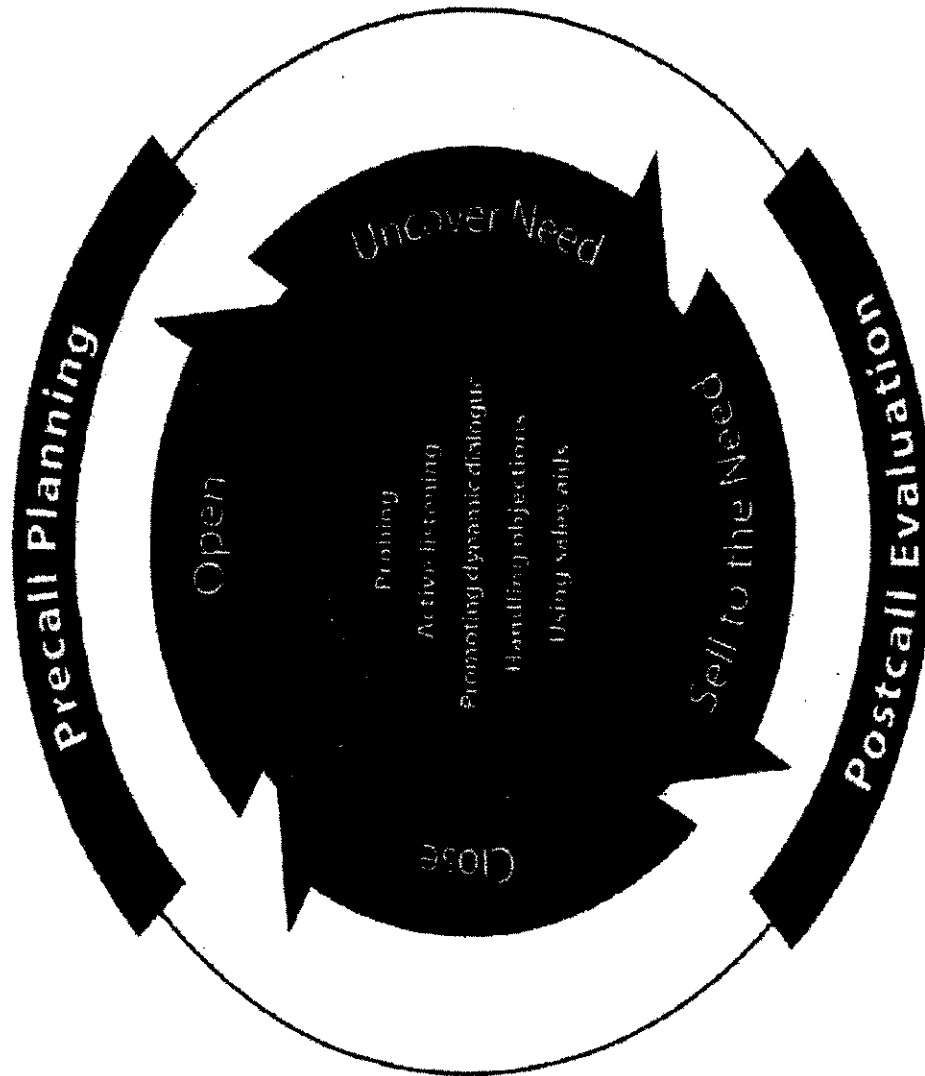
Summary

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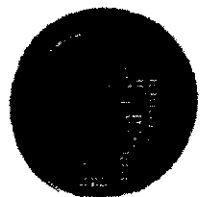
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Friday Role-Play Agenda

8-9 am Group Sales Call to Dr. Good Times

9-12 Individual Role, Dr. Good Times
Group Coaching and Development

1-2:30 Seamless Cylinder Call, Dr. Signature



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